

# Quality of Work

Rosemarie M. Rowley

Recovery...Ready or Not, Here it Comes!

October 2009

All the pundits are saying that the recovery is just on the horizon. This is good news...or is it? During the recent recession, many companies had to reduce their headcount. This downsizing caused stress not only for those employees who lost their jobs, but also for those left behind. For the employees who survived the cuts, work loads increased, as did the feelings of uncertainty, frustration, and low morale. Many of our work places are now functioning in crisis mode. So with the news of a recovery on its way, there will be new problems for employers to face within the halls of Corporate America.

Experts are predicting that an estimated 50% of today's employees will be looking for new opportunities when the job market opens up next year. This exodus will leave both companies and clients hanging in the balance. Work will go undone; client services will suffer, driving clients to the competition. If this happened in your company or on your team, how would it affect your business?

How would it affect your employees who may already be over extended and struggling with low morale? Are you preparing for the coming recovery and possible exodus? If you have not already, you should begin thinking about the "downside" of the recovery. What could happen may catch you off guard and affect not only your company, but you as well.

In order to avoid a negative reaction from the recovery, a plan can be implemented that will help with the retention and motivation of your current staff. Here are just four samples of action steps that I recommend to clients that can be initiated within weeks:

- *Protect Yourself:* If you haven't already done so, make a list of your essential people holding key positions and begin to focus on retaining them.
- *Start to Plan:* Develop a succession planning model that will protect your essential



## Think About This:

Are you prepared if you start to lose some of your key staff?

## Rosemarie M. Rowley

As an Business Advisor, Rosemarie assists clients on how to hire right and keep the best through her recruiting and retention consulting services.

Contact us to see on how we can help you with your new business.

View our *new* website at  
[www.ambassadorconsulting.com](http://www.ambassadorconsulting.com)

Rosemarie M. Rowley

Business Advisor

E-mail us at:

[rmrowley@ambassadorconsulting.com](mailto:rmrowley@ambassadorconsulting.com)

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- jobs, if an incumbent decides to leave.
- *Get Ready:* Assess your recruiting processes. Be sure you are prepared to “pull the lever” when the recovery comes roaring in. Don’t set yourself up to lose clients to your competitors.
  - *Encourage Loyalty:* Improve communications by having bi-monthly meetings with your employees, ensuring your loyalty to them and soliciting employee-driven retention ideas.

There are risks of losing valuable work if you don’t have the staff to fulfill your clients’ needs. It is a wise decision to begin focusing on retaining your key employees and to consider stepping up your staffing efforts, which should keep your recruiting and retention costs to a minimum. Plan today for tomorrow’s recovery, and this will give you an edge over the competition. In today’s market, a strong workforce is the best and safest investment you can make.

As for employees, you can begin to prepare yourself for the upcoming recovery by taking the time to implement some steps in moving your careers forward. Here are just a few:

- *Identify Your Strengths:* Zero in on what you do well (and enjoy doing) in your profession, and begin to focus your energies in these areas.
- *Make Yourself Visible:* Begin to take on new projects in your areas of interest and strength.
- *Become Invaluable:* Determine what makes you invaluable to your manager. If you don’t know, find out quickly.
- *Be Loyal:* Showing your loyalty to your manager/employer will have its rewards. Express interest in new upcoming projects and/or positions.

Since the grass isn’t always greener on the other side, identify the strengths of your current employment, and begin to let them work in your favor. Remember, you’re driving the bus. Your career is your responsibility and no one is going to make it flourish but you!

The recovery is certainly a blessing; however, it may come at a price for many of us. Preparedness is the safe harbor for both employer and employee. Develop your own recovery plan, and you will see the benefits that spring from it. Let’s hope this is the last recession for a long, long time.